

ROTHERHAM BOROUGH COUNCIL – REPORT TO MEMBERS

1.	Meeting:	Cabinet Member for Culture and Tourism
2.	Date:	12th March, 2013
3.	Title:	Mobile Library – Service Offer
4.	Directorate:	Environment and Development Services

5. Summary

- * Proposal to combine vehicle based library provision into one dedicated service
- * Proposals for realigning the Mobile Library stops inline with the Library Strategy 2011-15, which aims to deliver a modern, vibrant library service.
- * An equalities analysis has been completed and a plan for customer engagement has been developed.
- * The proposal would release savings as previously identified as part of the Library Review

6. Recommendations

- **In line with the Library Review Cabinet Member approves the proposal to combine the vehicle based library provision into one dedicated service that can share resources and offer a more responsive customer focused service.**
- **Cabinet Member endorses the implementation of the new Mobile Library timetable**

7. Proposals and Details

Background Information – Mobile Library

The mobile service currently visits locations throughout the Borough targeting areas where there is either a geographical gap in static library provision or a lack of access to library services. The latter may be because of a lack of public transport in some of the more rural locations or because there is a barrier created by age or health. The age profile for the Service is predominantly elderly. As the vehicle covers the whole of the Borough there is a wide variety of users from different backgrounds.

The mobile is a larger type of vehicle, 10 meters in length, and designed to deliver library services accessed from major roads only. It entered service in July 2008.

The mobile service visits 28 villages with at least one stop in each (total of 69 stops). These stops are incorporated into 9 routes which are worked on a fortnightly rota with one day each fortnight available for servicing or maintenance at Hellaby Depot, as appropriate. During Week 1 the mobile is open to the public for 17 hours 40 minutes and during Week 2 for 15 hours and 15 minutes.

(Appendix 1 Current stop timetable)

Review of the current mobile library service

The Mobile Library Team carried out a SWOT Analysis on the current service, which identified a number of opportunities to improve service delivery, including the development of bespoke community activities, a review of the timetable and improved links with other agencies, including schools.

In response to this staff exercise a period of monitoring and evaluation was conducted alongside the Library Review Consultation timetable. In this period (Summer 2012) the staff recorded who accessed the service at what stop and for how long. The results of the Library Review impacted directly on the Mobile Service with the closure of Kimberworth Park as it was felt the Mobile could offer support to regular customers. Therefore a review of the existing timetable was required.

Booklink

Booklink is a mobile library service which visits sheltered accommodation units and residential and nursing homes. It provides a walk-on service and a home delivery service to anyone in the establishments visited.

It provides an exchange collection service to residential homes, nursing homes, day centres and sheltered accommodation units.

It is a home delivery service providing collections of books and/or AV to those who for reason of infirmity or disability are unable to access a static service point on their own.

The stock carried by the Book Link service is, by necessity, large; comprising ordinary print and large print books – both fiction and non-fiction, spoken word on cassette and CD, together with a collection of DVDs. We also carry a

comprehensive collection of books in Braille. The majority of the stock is kept in a shelved stack upstairs at Maltby Library Headquarters, with the vehicle carrying a selection of approximately 861 items.

As the space on the Book Link vehicle is so limited, stock is rotated regularly from the static collection to ensure that customers have access to the full range of items.

Because of the limited stock space, and customer space, on the vehicle, where customers' requirements are known to staff their items will be packed and bagged in advance to ensure a smooth service delivery. Items are also packed in advance for delivery to those customers at sheltered accommodation and residential/nursing homes who are unable to access the vehicle.

In addition, to further meet the needs of the library users who are housebound, staff in community libraries select items from their own stock for delivery by Book Link, but the bulk of the stock preparation is undertaken at Maltby, particularly for those customers who would formerly have been serviced by the "Central Library" home delivery service, which is now also undertaken by Book Link. Items are selected by staff members according to recorded preferences for each customer, then issued and bagged in individual labeled bags ready for delivery.

Book Link has a complex three weekly rota system that brings together a comprehensive integrated service balancing home delivery with walk on access.

At the same time as the new Book Link service was rolled out in September 2011 a new vehicle was required for the service, due to the age and condition of the one in use at that time. It was decided that a smaller, transit van type vehicle would be more economical and provide greater accessibility to sites, whilst still allowing customer access and the space for the required number of loan items. The new vehicle also allowed the opportunity for the Book Link service to be part of the Talis computerised library management system, which up until this point it had not.

(Appendix 2 Booklink Rota

Appendix 3 Addresses served by Booklink

Appendix 4 Home Library Service (HLS) delivery routes)

A new phase of development "Libraries on the go!"

In line with the Library Review the proposal is to combine the vehicle based library provision into one dedicated service that can share resources and offer a more responsive customer focused service. The anticipated major change for some customers will be receiving direct delivery from Booklink instead of the walk on service offered by the Mobile Library. (an Impact Assessment has been completed and considered as part of these proposed changes).

The Mobile Library will have a rationalised timetable that is focused on delivering services to areas of disadvantage in line with the current corporate agenda. It will retain some of the existing stops and will simplify the timetable creating ease of use for customers.

Opportunities for Delivering Improved Services:

Changes to the mobile rota mean promotional activities can be conducted in different community venues. For example, the “stand down” Monday can be utilised.

The new timeslots for the mobile will allow for outreach work to happen and we can also impact direct into the local community groups to ensure we promote all avenues of potential footfall.

Having a weekly rota for the mobile will allow for development of regular activities – for example book clubs / rhymetimes / although creative ways of using the space will need to be implemented.

We have received suggestions on change of use for the mobile – e.g. art bus / health information point / benefits clinic. Having a clear and regular timetable with more time at centrally placed locations will allow for this development work to be rolled out.

Improvements to the Booklink strand would be around consolidating a customer focused service with varying options – choose and receive service / walk-on and browse access.

Proposed Mobile Timetable:

Monday	Tuesday	Wednesday	Thursday	Friday
Stand Down Vehicle Checks	10.00-11.00 Harley Hoodhill Road	10.00-11.00 Whiston Sandringham Avenue	10.00-11.00 Firbeck Black Lion	10.00-11.00 Harthill Woodhall Lane
	11.15-12.15 Wentworth Main St Car Park	11.15-12.15 Whiston Sorrel Sykes	11.15-12.15 Woodsetts Butchers Arms	11.15-12.15 Todwick Pastures
Promotional Visits	1.30-2.30 Kilnhurst Celandine Rise	1.30-2.30 Woodhouse Mill Hail Mary Drive		
	2.45-4.45 Thrybergh Parish Hall	3.00-4.00 Catcliffe St Mary’s Drive	2.00-5.30 Kimberworth Park Roughwood Road	1.30-2.30 Treeton Station Road
	5.00-6.00 Ravenfield Cavalier Car Park	4.15-5.15 Catcliffe Sheffield Road		2.45-4.00 Treeton Lymington Lane

Next Steps

- We have detailed customer data and can personalise the changes appropriate to the customers needs. For example, where a stop has been

removed we can direct the customer to Booklink or to the nearest static site. (Information available on request)

- As part of the Impact Assessment all clients have been evaluated and we have a document mapping the existing users and future provision access points.
- The new timetable will need to be communicated clearly and appropriately in line with the developing Marketing Strategy.

8. Finance

The savings are identified in the Library Review report submitted to Cabinet on the 21st November 2012 and state: 'Close 1 library (Kimberworth Park) reduce opening hours from 584 per week to 561 per week and refocus Mobile Library Services (total savings £180,666)'

Cabinet Min. No. C95 – That the new service model for the Library and Information Service be approved.

9. Risks and Uncertainties

Risks to customers have been assessed as part of the impact assessment process and appropriate mitigating actions have been stated.

Rationalisation of the services was identified as part of the Library Review failure to implement Libraries on the Go may jeopardise the Implementation Plan.

10. Policy and Performance Agenda Implications

Libraries contribute to the following priority outcomes:

- More people in our poorest communities are in work and training
- There are more successful new businesses
- More people come to the Town Centre for work, shopping and for things to do and see
- More people are in work or training and less are living on benefits
- People enjoy parks, green spaces, sports, leisure and cultural activities
- More people have formal qualifications and skills
- Babies and preschool children with a good start in life

Background Papers and Consultation

1. Needs Assessment Document - Library Review
 2. Library Review Consultation Feedback
 3. Impact Assessment Document
 4. Library Strategy
- Appendix 1 Existing Mobile Library Timetable
Appendix 2 Booklink Rota
Appendix 3 Addresses served by Booklink

Appendix 4 Home Library Service (HLS) delivery routes

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Existing Mobile	Timetable	Appendix 1
Monday Week 1		Monday Week 2
Brecks	9:35am - 09:55am	Brecks
		9:35am - 9:55am

Whiston

Sorell Sykes	10:05am - 10:35am
Sandringham Avenue	10:55am - 11:20am
Reresby Crescent (btm)	11:25am - 11:45am
Reresby Crescent (top)	11:50am - 12:10pm
Lathe Road	12:15pm - 12:50pm

Whiston

Sorrell Sykes	10:05am - 10:35am
Sandringham Avenue	10:55am - 11:20am
Reresby Crescent (btm)	11:25am - 11:45am
Reresby Crescent (top)	11:50am - 12:10pm
Lathe Road	12:15pm - 12:50pm

Thrybergh

School Lane	2:05pm - 2:25pm
March Bank	2:35pm - 2:55pm
Foljambe Drive (School)	3:20pm - 3:45pm
Parish Hall	3:55pm - 4:15pm

Thrybergh

School Lane	2:05pm - 2:25pm
March Bank	2:35pm - 2:55pm
Foljambe Drive	3:05pm - 3:35pm
Parish Hall	3:55pm - 4:15pm

Tuesday Week 1**Flanderwell**

Flanderwell School	9:45am - 11:45am
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Scholes

Louden Road	1:15pm - 1:45pm
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Blackburn

Baring Road	1:55pm - 2:15pm
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Dropping Well Lane	2:20pm - 2:50pm
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Catcliffe

Sheffield Road	3:30pm - 4:00pm
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Aston

The Chase	5:45pm - 6:15pm
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Tuesday Week 2**Ravenfield**

Ravenfield School	9:10am - 10:45am
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Brampton

Hurley Croft	11:45am - 12:05pm
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Garden Drive

Garden Drive	12:10am - 12:40pm
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Main Street Car Park	2:15pm - 3:00pm
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Harley

Hoodhill Road	3:25pm - 4:05pm
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Sunnyside

Community Centre	5:35pm - 6:30pm
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Woodhouse Mill

Hail Mary Drive 6:25pm - 7:30pm

Woodlathes

Woodlathes Road (Opp. The Woodman) 6:35pm - 7:45pm

Wednesday Week 1**Kilnhurst**

Springfield Road 2:00pm - 2:20pm

Birdwell Road 2:25pm - 2:50pm

Rawmarsh

Queens Car Park 3:30pm - 4:30pm

Harding Avenue 4:40pm - 5:00pm

Rig Dyke Car Park 5:45pm - 6:15pm

New Meadows 6:25pm - 6:55pm

Wednesday Week 2**Ravenfield**

Braithwell Road 10:00am - 10:50am

Cavalier PH 11:10am - 11:40am

Spencer Drive 11:45am - 12:05pm

Laughton

Firbeck Lane 1:45pm - 2:05pm

School Road 2:10pm - 2:30pm

Hangsman Lane 2:55pm - 3:15pm

Todwick

The Meadows 3:45pm - 4:05pm

Rayls Road 4:10pm - 4:30pm

Pastures Shopping Centre 4:35pm - 4:55pm

Hardwick Farm 5:00pm - 5:30pm

Thursday Week 1**Harthill**

Glebe Avenue 10:00am - 10:20am

Thorpe Salvin

Parish Oven 10:30am - 11:00am

Thursday Week 2*No Service today*

Harthill

De Warren 11:10am - 11:40am

Pryor Mede 12:00pm - 12:20pm

Carver Close 12:25pm - 12:45pm

Woodall Lane 2:00pm - 2:30pm

Woodall

Dow Carr Lane 2:40pm - 3:00pm

Hellaby

Parkstone Crescent 3:40pm - 4:10pm

Friday Week 1**Friday Week 2****Treeton**

Station Road 12:10pm - 12:35pm

Park Avenue 12:40pm - 1:00pm

Bole Hill 2:15pm - 2:35pm

Washfield Lane 2:55pm - 3:25pm

Lymington Lane 3:30pm - 4:15pm

Firbeck

Black Lion 9:45am - 10:15am

Letwell

Gildingwells Road 10:45am - 11:15am

South Anston

Lockwood Avenue 11:50am - 12:10pm

Crowgate 12:15pm - 12:30pm

Woodsetts

Rockfield Drive 1:45pm - 2:15pm

Brandsmere Drive 2:20pm - 2:50pm

Butchers Arms 3:10pm - 4:15pm

Book Link	ROTA			Appendix 2
MON Wk 1	TUES Wk 1	WED Wk 1	THURS Wk 1	FRI Wk 1
A	B		D	E
Ash Grove	Highfields	HLS Central	Robert Street	Fitzwilliam Sq
Blenheim Court	Willow Court		Thornhill	Dawson Croft
Normanville	Charnwood Hse		Meadowcroft	Cherry Trees
Cambron Hse	Highfield Court		Heighton View	Godric Green
Elizabeth Parkin	Potteries Court		White Rose Hse	Dukes Place
The Lings	Whitfield		St Mary's	Staple Green
Heather Court	Steadlands		Birch Park Ct	Wootton Court
	Shaftsbury House	Packing for		Dorothy Taylor
	**Swinton Lodge	Exchange Collection		Brierly Road
	Packing for HLS			Warreners
MON Wk 2	TUES Wk 2	WED Wk 2	THURS Wk 2	FRI Wk 2
HLS Kiv (a.m.)		C		K
	HLS North	Bakers Field SAU	AM - HLS Central	Windy Ridge
HLS Mal (1 Hour)		Moorgate Lodge		Mason Avenue
	RAW	Swinburne Place	KF/EB	Finningley Lodge
	SWI	Bakers Field Ct		Victoria Court
		Oak Trees		Caperns Close
	Packing for HLS	<u>WEEK 1 6 Wkly</u>	PM - Exchange	Woodlands
		Ackroyd House	Delivery	Wilberforce Road
		Laureate Court		Brampton
		<u>WEEK 2 6 Wkly</u>	KF/EB	
		Broom Lane		
		Whiston Hall		
		Johnson Ct		
		Packing for		
		Exchange Collection		
MON Wk 3	TUES Wk 3	WED Wk 3	THURS Wk 3	FRI Wk 3
	G	H	J	
HLS South	St Albans	Flanders Court	Vulcan House	HLS Central
	Mark Grove	York Gardens	Valetta House	
AM : DIN	Grange	Mission Field	Fitzwilliam House	
PM : AST	Brundish	Arcon Place	Abbey Hill NH	
	Model Village	Apollo Street	Hawley Street	
	Aldersgate Court	Pottery Street	St Josephs	
	Woodland Gdns	(+ Home Del)	Leopold Street	
	Bevan Cres	<u>WEEK 1 6 Wkly</u>	Arbour Drive	
		Emmyvale	Sandy Lane	
	Packing for HLS	Sandygate	Brampton Ave	
		<u>WEEK 2 6 Wkly</u>		
		Wentworth Hall		
		Byron Lodge		
		Packing for		
		Exchange Coll		

ADDRESSES FOR BOOK LINK STOPS

Appendix 3

The Booklink Vehicle stops at the following places to allow access onto the vehicle for customers who wish to select their own books.

MONDAY

A ROUTE

Ash Grove SAU, Wickersley S66 2LJ
Blenheim Court, Fleming Way, Wickersley S66 2LB
Normanville SAU, Mekyll Close, Flanderwell S66 3QH
Cambron House, Flanderwell Lane, Bramley S66 3QL
Elizabeth Parkin SAU, Smeaton Close, Ravenfield S65 4LE
The Lings SAU, Sedge Close, Bramley S66 1TF
Heather Court, The Lings, Bramley S66 1TH

TUESDAY

B ROUTE

Highfield, Wath on Dearne, Rotherham S63 7LJ
Willow Court, Stump Cross Road, Wath on Dearne S63 7SA
Charnwood House, Charnwood Street, Swinton S64 8LY
Charles Street, Swinton S64 8BG
Swinton Lodge, Wortley Avenue, Swinton S64 8PT
Highfield Court, Fitzwilliam Street, Swinton S64 8RF
Potteries Court SAU, Swinton, Rotherham S64 8LW
Whitfield Road SAU, Rawmarsh S62 7PA
Steadlands SAU, Rawmarsh S62 7NX
Shaftesbury House SAU, Shaftesbury Square, Rotherham S65 1AH

G ROUTE

St Albans Court, Wickersley, Rotherham S66 1FG
Mark Grove SAU, Flanderwell S66 2UZ
Silverwood Care Centre, Flanderwell Lane, Sunnyside S66 3QT
The Grange SAU, Rotheham Road, Maltby, Rotherham S66 8LW
Brundish House SAU, Braithwell Road, Rotherham S66 8JT
Woodland Gardens SAU, Maltby, Rotherham S66 7NW
Bevan Crescent SAU, Maltby S66 8AN
Melton Court, Blyth Road, Maltby S66 7LF
Ascention Close, Maltby S66 7HQ
Aldersgate Court, Lumley Close, Maltby S66 7SH

WEDNESDAY

C ROUTE

Bakersfield SAU, Longfellow Drive, Rotherham S65 2LL
Ackroyd Clinic, Kingsway, Rotherham S60 3AX
Broom Lane Care Home, Broom Lane, Rotherham S60 3NW
Whiston Hall Care Home, Whiston, Rotherham S60 4HE
Laureate Court Care Home, Wellgate, Rotherham S60 2NX
Moorgate Care Village, Moorgate, Rotherham S60 2AB
Swinburne Place SAU, S65 2LB
Bakers Field Court, Longfellow Drive, Rotherham S65 2LN
Clifton Meadows Care Home, Badsley Moor Lane, Rotherham S65 2BA
Oak Trees SAU, Stag Willow Close, Rotherham S60 3NY

H ROUTE

Flanders Court SAU, Thorpe Hesley, Rotherham S61 2UX
Emyvale House Care Home, Brampton Rd, W. Melton, Rotherham S63 6AR
Wentworth Hall Care Home, Church Drive, Wentworth, Rotherham S62 7TW
York Gardens SAU, West Melton, Rotherham S63 6QW
Mission Field SAU, West Melton, Rotherham S73 0XE
Sandygate Care Home, Sandygate Rd, Wath, Rotherham S63 7PN
Byron Lodge Care Home, Dryden Rd, Wath, Rotherham S63 6EH
Arcon Place SAU, Rawmarsh, Rotherham S62 5HA
Apollo Street SAU, Rawmarsh, Rotherham S62 5NP
Potteries SAU, Wedgwood Close, Rawmarsh, Rotherham S62 6NB

THURSDAY

D ROUTE

Robert St SAU, Masbrough, Rotherham S60 1HY
Thornhill Edge & Albert St SAU, Masbrough, Rotherham S60 1JT
Hampstead Green SAU, Kimberworth Park, Rotherham S61 3QG
Meadowcroft SAU, Whiston, Rotherham S60 4JQ
Heighton View SAU, Aughton, Sheffield S26 3NT
White Rose House SAU, The Maltings, Rotherham S60 2JT
St Mary's View SAU, Greasbrough, Rotherham S61 4NJ
Birch Park Court SAU, Hartington Close, Holmes, Rotherham S61 1EG

THURSDAY

J ROUTE

Vulcan House SAU, Doncaster Road, Rotherham S65 2BU
Valetta House SAU, Netherfield Ln, Parkgate, Rotherham S62 6AT
Fitzwilliam Lodge Care Home, Westfield Rd, Rotherham S62 6EY
The Abbeys Care Home, High St, Rawmarsh, Rotherham, S62 6LT
Hawley Street SAU, Rawmarsh Rotherham S62 5AA
St Joseph's Court SAU, Dinnington, Sheffield S25 2TL
Leopold Street SAU, Dinnington, Sheffield S25 2PZ
Riddings Close SAU, Thurcroft, Rotherham S66 9LZ
Rotherwood Crescent, Thurcroft, Rotherham S66 9PP
Brampton Avenue, Thurcroft, Rotherham S66 9NF

FRIDAY

E ROUTE

Fitzwilliam Square SAU, Greasbrough, Rotherham S61 4EJ
Dawson Croft SAU, Greasbrough, Rotherham S61 4DA
Cherry Trees Care Home, Simmonite Rd, Kimberworth, Rotherham S61 3EQ
Godric Green SAU, Brinsworth, Rotherham S60 5AW
Duke's Place SAU, Herringthorpe, Rotherham S65 3BG
Staple Green SAU, Thrybergh, Rotherham S65 4DA
Warrener's Drive SAU, Thrybergh, Rotherham S65 4DB
Wootton Court SAU, Thrybergh, Rotherham S65 4JD
Dorothy Taylor SAU, Leverton Way, Dalton, Rotherham S65 4HP
Waterhouse Close/Mousehole Close SAU, Dalton, Rotherham S65 4JJ

K ROUTE

Windy Ridge SAU, Aughton, Sheffield S26 3XT
Mason Avenue SAU, Aughton, Sheffield S26 3UB
Finningley Lodge SAU, Kiveton Park, Sheffield S26 6SF
Victoria Court SAU, Kiveton Park, Sheffield S26 6SG
Viking Way SAU, Kiveton Park, Sheffield S26 6RX
Caperns Road SAU, North Anston, Sheffield S25 4AE
Woodlands Care Home, Woodsetts Road, North Anston, Sheffield S25 4EQ
Wilberforce Road SAU, South Anston, Sheffield S25 5EG
Brampton Road, Brampton-en-le-Morthen, Rotherham S66 9BD

AREAS FOR HLS DELIVERY ROUTES

Appendix 4

**These are the areas where Booklink operates the Home Delivery Service

WEDNESDAY – WEEK 1

Thurcroft
Upper Whiston
Whiston
Moorgate
Stag
Herringthorpe
Clifton
Eastwood

THURSDAY – WEEK 2

Brinsworth
Treeton
Kimberworth
Kimberworth Park
Thorpe Hesley
Rockingham
Wingfield

FRIDAY – WEEK 3

Bramley
Wickersley
Brecks
Moorgate
Broom
Herringthorpe
East Dene
Dalton
Thrybergh
Ravenfield
Sunnyside
Wickersley